



Hydrock 

Edward Street Hospital,
West Bromwich
Framework Travel Plan

For Vinci Construction

Date: 18 March 2022

Doc ref: 21651-HYD-XX-XX-FTP-TP-6001-P01.01

DOCUMENT CONTROL SHEET

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| Client | Vinci Construction | |
| Project name | Edward Street Hospital, West Bromwich | |
| Title | Framework Travel Plan | |
| Doc ref | 21651-HYD-XX-XX-FTP-TP-6001-P01.01 | |
| Project no. | C-21651 | |
| Status | Final | |
| Date | 18/03/2022 | |

| Document Production Record | | |
|----------------------------|----|-------------------------------|
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| Document Revision Record | | | |
|--------------------------|--------|------------|---------------------|
| Issue Number | Status | Date | Revision Details |
| P01.01 | Draft | 16/03/2022 | Client Draft |
| P01.02 | Issue | 18/03/2022 | Planning Submission |

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1. INTRODUCTION

1.1 General

1.1.1 Hydrock have been instructed by Vinci Construction to prepare a Framework Travel Plan [FTP] in support of a planning application for the remodelling of Edward Street Hospital (ESH) on its existing site in West Bromwich to provide a building that eradicates dormitory accommodation in the two existing older adult mental health wards - Chance and Salter wards.

1.1.2 The hospital currently accommodates 42 dormitory style inpatients beds, within three storeys accessed internally via the main hospital building. Though throughout the pandemic this bed number has been significantly reduced owing to the social distancing requirements of the dormitories.

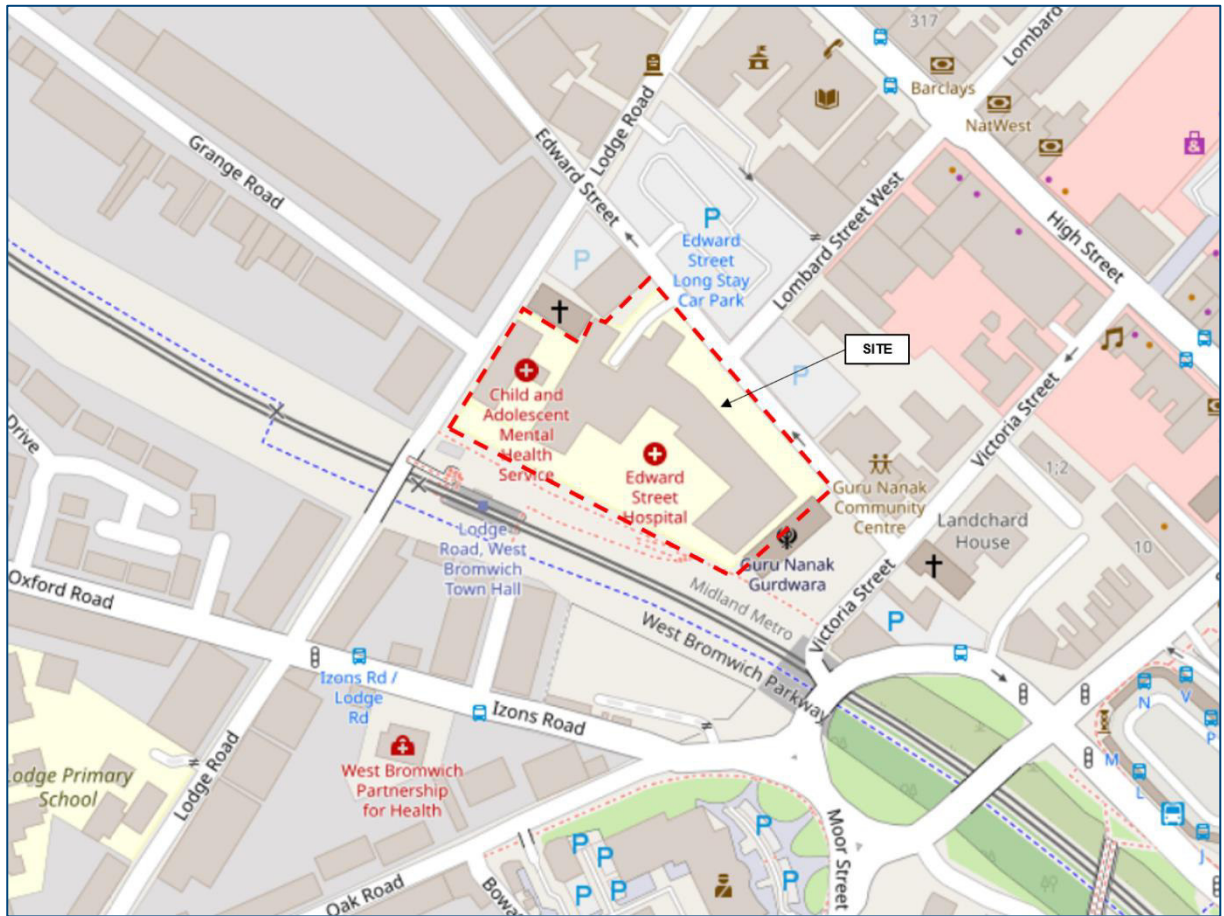
1.1.3 It is proposed that the redevelopment will comprise of the following:

- Two-storey hospital wing replacement and extension comprising two 15no.bed wards (30no. beds in total) of individual c.14sqm en-suite rooms. The rooms will wrap around the perimeter of the new build extension, with appropriate circulation points for access and fire escape;
- Areas for patient day/ dining, and staff facilities;
- Internal courtyard at ground floor, and first floor terrace garden overlooking the main courtyard garden; and
- Retention of the existing entrance through the Lighthouse, with a discrete access to the new build to allow for ambulance and private entrances for patients to access the wards.

1.2 Site Location

1.1.4 The site is located on Edward Street in West Bromwich, approximately 500m from West Bromwich Town Centre. The location of the site is presented in **Figure 1.1**.

Figure 1.1: Site Location



1.3 Travel Plan Status

1.3.1 This Travel Plan has been provided as a framework travel plan for the application. A detailed Travel Plan will be prepared at a later stage. As such, the travel behaviour of staff and visitors cannot be identified at this stage.

1.3.2 A detailed Travel Plan will be developed for the site following occupation once an initial travel survey has been undertaken and the travel behaviour of employees and visitors has been established. This framework Travel Plan will form the basis of the detailed Travel Plan for the site. A copy of the detailed Travel Plan will be provided to Sandwell Metropolitan Borough Council [SMBC] following completion of the document.

1.4 Travel Plan Objectives

1.4.1 The Travel Plan is a long-term strategy for a site to reduce the dependence of staff and visitors on travel by private car. The Travel Plan reflects the following objectives which are intended to achieve current Government and local policies in respect to transport:

- Reduce reliance on single occupancy car journeys;
- Promote alternative modes of travel to the car;
- Advocate means of travel that are beneficial to the health of those working on or visiting the site;

- Minimise car travel in the area surrounding the site, therefore cutting down on associated costs (environmental, financial, health, etc.); and
- Contain car parking demand.

1.5 Developer Commitment

- 1.5.1 Black Country Healthcare NHS Trust recognises the importance of reducing the potential negative transport-related impacts of the proposed development and the need to provide for, and encourage, a range of sustainable travel options as alternatives to single occupancy car use.
- 1.5.2 To this end, the developer, in partnership with the Council, local public transport operators and other relevant stakeholders, are committed to implementing the measures contained within this Travel Plan to provide staff and visitors to the development with the facilities and information they require in order for them to make sustainable travel choices.

1.6 Scope

- 1.6.1 Following this introductory section:
- **Section 2** considers the transport policy and accessibility context;
 - **Section 3** assesses the sustainability of the site;
 - **Section 4** outlines the development proposals
 - **Section 5** describes the package of measures designed to reduce reliance on the private car and encourage the use of alternatives;
 - **Section 6** outlines how the Travel Plan will be managed;
 - **Section 7** outlines the aim, objectives and targets of the travel plan; and
 - **Section 8** provides an action plan and marketing strategy for the travel plan.

2. TRANSPORT POLICY CONTEXT

2.1 Preamble

2.1.1 In line with local and national policy, this section outlines the potential travel demand for all modes with regards to the proposed development, against the existing transport provision within the area.

2.2 National Planning Policy Framework

2.2.1 The NPPF sets out the Government's policies for delivering sustainable development through the planning system. Local authorities are required to take these policies into account when formulating local development plans and when determining planning applications.

2.2.2 The most recent NPPF report was published in July 2021 and sets out the Government's planning policies for England and how these are expected to be applied at a local level. The NPPF is a significant material consideration in plan making and decision taking.

2.2.3 Paragraph 104 seeks to encourage opportunities to promote walking, cycling and public transport use. This is supplemented by paragraph 105 which states that development should be focused in sustainable locations and offer a genuine choice of transport modes.

2.2.4 Development proposals should also give priority to pedestrian and cycle movements and facilitate access to high quality public transport. The needs of people with disabilities and reduced mobility should also be addressed (paragraph 112).

2.2.5 Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.

2.2.6 Priority should be given to walking, cycling and public transport movements; conflicts between vehicles and vulnerable road users should be minimised through effective layout design.

2.2.7 Having regard to the above objectives, the proposed site access strategy includes measures to connect the site with the adjacent community and sustainable travel network, including existing public transport services. The TA considers the accessibility of the site by all modes and proposes a layout and access strategy that seeks to maximise the use of sustainable modes.

2.3 Planning Practice Guidance: Travel Plans, Transport Assessments and Statements in Decision-Making

2.3.1 In March 2014, the Department for Communities and Local Government [DCLG] in conjunction with the Department for Transport [DfT], released advice on when transport assessments and transport statements are required and what they should contain, which is intended to assist stakeholders in determining whether an assessment may be required. If an assessment is required, the level and scope of that assessment is then outlined within the document.

2.3.2 The advice reflects current Government policy, promoting a shift from the ‘predict and provide’ approach to transport planning to one more focused on sustainability. The document focuses on encouraging environmental sustainability, managing the existing network and mitigating the residual impacts of traffic from the development proposals.

2.4 Manual for Streets [MfS]

2.4.1 Manual for Streets (March 2007 and Sept 2010) supersedes Places Streets & Movement and Design Bulletin 32. Manual for Streets should now be used where 85th percentile monitored traffic speeds are less than 37mph.

2.4.2 The Manual deals with first principles in respect of what a street is for. It outlines five principle functions, namely:

- Place;
- Movement;
- Access;
- Parking; and
- Drainage and utilities.

2.4.3 A sense of place encompasses a number of characteristics, namely, local distinctiveness, visual quality and human interaction. Of the five functions, place and movement are the most important in determining the character of streets and should be considered together, as opposed to in isolation.

2.4.4 In new developments, Manual for Streets highlights that locations with a relatively high place function would be those where people are likely to gather and interact with each other, such as the town centre.

2.4.5 In section 3 of Mfs – the design process highlights that the design of a scheme should follow the user hierarchy shown in **Table 2.1**:

Table 2.1:User Hierarchy (taken from Table 3.2 of MfS, March 2007)

| | |
|-----------------------|---|
| Consider First | Pedestrians |
| | Cyclists |
| | Public Transport Users |
| | Specialist service vehicles (e.g. emergency services, waste etc.) |
| Consider Last | Other motor vehicles |

Source: MfS (2007)

2.5 Other National Policies / Guidelines Reviewed

2.5.1 Various walking distances are quoted in the Chartered Institution of Highways and Transportation’s (CIHT’s) “Guidelines for Providing for Journeys on Foot”. **Table 2.2** (taken from Table 3.2 of the document) sets out the acceptable walking distances in various contexts:

Table 2.2: Acceptable Walking Distances

| Criteria | Town Centre (m) | School/Commuters (m) | Elsewhere (m) |
|-------------------|-----------------|----------------------|---------------|
| Desirable | 200 | 500 | 400 |
| Acceptable | 400 | 1,000 | 800 |
| Preferred Maximum | 800 | 2,000 | 1,200 |

2.6 The Black Country Core Strategy Adopted 2011

2.6.1 The Black Country Core Strategy sets out how the Black Country should look in 2026 and establishes clear directions for change in order to achieve this transformation. The Black Country comprises the Boroughs of Dudley, Sandwell, Walsall and the City of Wolverhampton. The relevant transport policies are presented below:

TRAN2 - Managing Transport Impacts of New Development

"Planning permission will not be granted for development proposals that are likely to have significant transport implications unless applications are accompanied by proposals to provide an acceptable level of accessibility and safety by all modes of transport to and from all parts of a development including, in particular, access by walking, cycling, public transport and car sharing. These proposals should be in accordance with an agreed Transport Assessment, where required, and include implementation of measures to promote and improve such sustainable transport facilities through agreed Travel Plans and similar measures."

TRAN5- Influencing the Demand for Travel and Travel Choices

- The Black Country Local Authorities are committed to considering all aspects of traffic management in the centres and wider area in accordance with the Traffic Management Act 2004

2.6.2 The priorities for traffic management in the Black Country are:

- Promoting and implementing Smarter Choices measures that will help to reduce the need to travel and facilitate a shift towards using sustainable modes of transport (walking, cycling, public transport, car sharing);
- Working together with the rest of the region to manage region-wide traffic flows through the West Midlands Metropolitan Area Urban Traffic Control (UTC) scheme and further joint working;
- Identifying appropriate strategic and local Park and Ride sites on current public transport routes to ease traffic flows into centres;
- Identifying appropriate strategic and local Park and Ride sites on current public transport routes to ease traffic flows into centres;
- The type of parking – ensuring that where appropriate long stay parking is removed near to town centres to support parking for leisure and retail customers and encourage commuters to use more sustainable means and reduce peak hour traffic flows.

2.7 Sandwell Metropolitan Borough Council: The Plan for Sandwell 2020 - 2025

2.7.1 Sandwell Metropolitan Borough Council Primary Visions with regards to the Sandwell Plan for 2020-2025 include:

- A place to call home and to bring up families
- Feel safer and more cared for;
- Enjoy good health;
- Feel connected and valued in the neighbourhoods and communities;
- Have access to more good jobs and rewarding work;
- Be confident in the future and reap the benefits of a re-invigorated West Midlands.

2.8 The Preparation of Transport Assessments and Travel Plans - Supplementary Planning Document

2.8.1 The Supplementary Planning Document (SPD) for Transport Assessments and Travel Plans provides additional, more detailed advice on planning policy to anyone intending to make a planning application or develop a proposal.

2.8.2 In line with Government planning policy, the Council encourages developments which offer people the widest choice of travel options. Transport Assessments and Travel Plans are important tools to help show that all modes of travel are being encouraged and how easy it is to get to/from the site by each mode taking into account journey time, safety, public transport frequency, quality, and access for disabled people.

2.8.3 This Framework Travel Plan has been guided by the Supplementary Planning Document.

2.9 Summary

2.9.1 The above policy review summaries both local and national transport policies relevant to the proposed development site. The proposed development is compliant with the main objectives and policies outlined within both national and local transport policy. The design for the proposed development will be designed to satisfy the key objectives within NPPF by being able to promote more sustainable transport choices and reduce reliance on travel by private car.

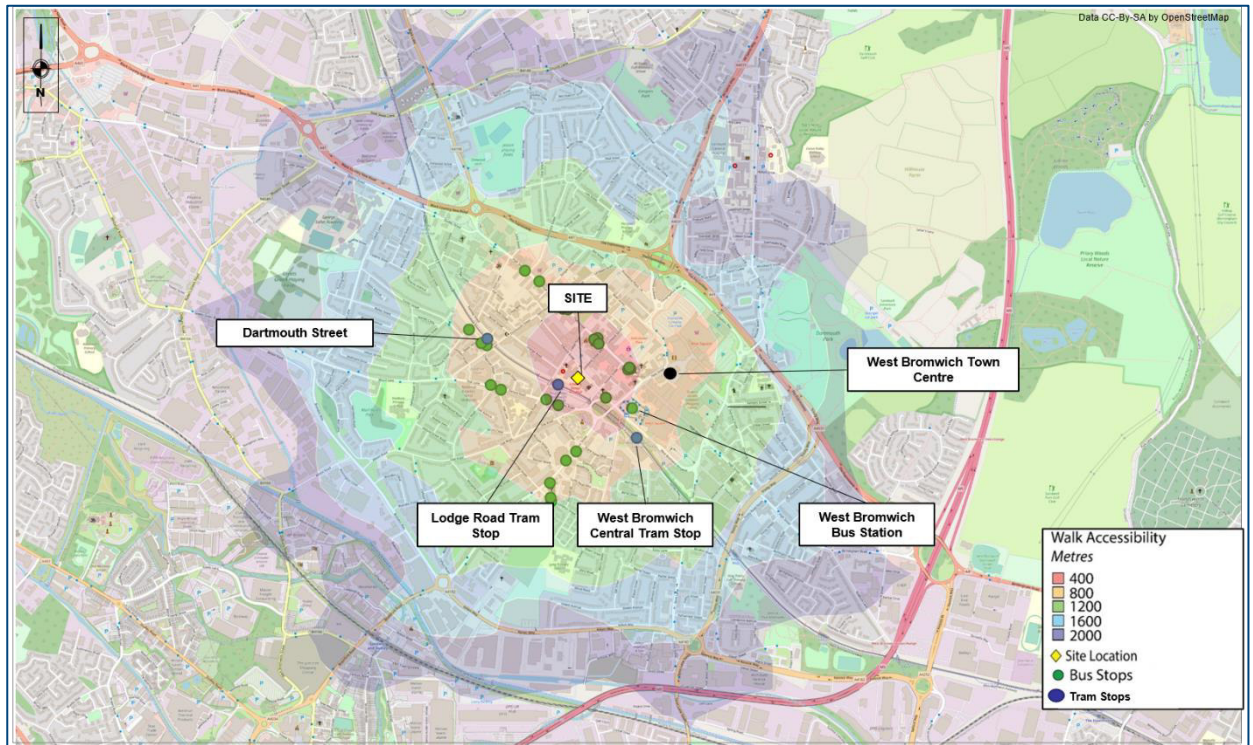
2.9.2 Access on foot, cycle and public transport is discussed in the following section of this report.

3. SUSTAINABLE ACCESSIBILITY

3.1 Access on Foot

- 3.1.1 Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly those under 2km. The guidance on the preferred maximum walking distances to amenities is given in the Chartered Institution of Highways and Transportation [CIHT] document 'Providing for Journeys on Foot' (2000).
- 3.1.2 In terms of commuting journeys by foot, the desirable distance is 500m, the acceptable distance is 1km and the preferred maximum is 2km. However, the distance that people are prepared to walk depends upon many factors; there are obvious physical factors such as age, health and disabilities, along with factors concerning the quality of the route and the environment.
- 3.1.3 In relation to shorter trips in particular, the CIHT publication Planning for Walking (section 2.1) states that "across Britain about 80% of journeys shorter than 1 mile are made wholly on foot."
- 3.1.4 Manual for Streets [MfS] emphasises this advice, stating that "*walkable neighbourhoods should have a range of facilities available within 800m.*" However, this distance is not regarded as the upper limit for walking journeys, and MfS uses the principle that walking offers the greatest potential to replace short car trips, particularly those under 2km in length.
- 3.1.5 Pedestrian movements are aided through the provision of footways in the vicinity of the site. The location of development is within reach of the public transport network, this is particularly important in terms of encouraging travel by this mode and supporting the viability of public transport services.
- 3.1.6 Pedestrian access to the site will be taken via the existing main entrance to the hospital building on Edward Street.
- 3.1.7 It is anticipated that due to the close proximity to the surrounding residential estates, in addition to the public transport network, such as the tram stop located within 100m of the site, and bus stops located within 200m of the site (along Izens Road and High Street), that future employees and visitors of the proposed development will be able to travel via sustainable modes, thus reducing vehicular trips in the surrounding area.
- 3.1.8 **Figure 3.1** below provides an extract of the indicative 2km walk catchment plan using GIS software - Basemap's Visography (TRACC) program which provides sustainable travel mapping. A copy of the full 2km walking catchment is provided within **Figure 1** of **Appendix A**.

Figure 3.1: 2km Walking Catchment



Source: CC-BY-SA by openstreetmap

- 3.1.9 As demonstrated above in **Figure 3.1**, the site benefits from a number of bus stops within 800m of the site. Lodge Road Tram Stop is less than 50m from the site. The proximity to local bus and tram services provides opportunities to travel further afield.
- 3.1.10 The site is located within a short walking distance to a number of residential areas surrounding Edward Street Hospital.
- 3.1.11 In summary the site is highly accessible on foot, this will reduce the requirements for employees to make short car journeys to the site.

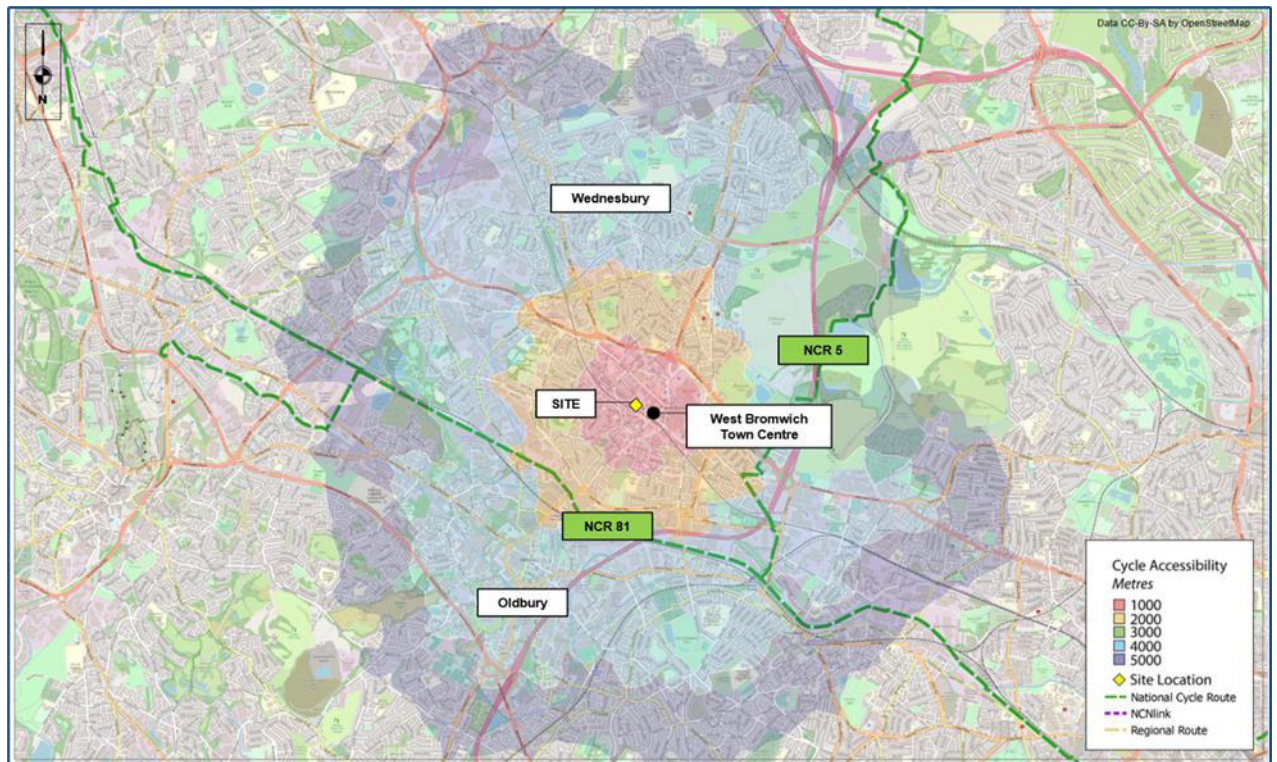
3.2 Access by Bicycle

- 3.2.1 It is widely recognised that cycling can act as a substitute for short car journeys, particularly those up to 5km in length. This is consistent with the statement in LTN 1/20 Cycle Infrastructure Design (paragraph 2.2.2) that states:

"two out of every three personal trips are less than five miles in length – an achievable distance to cycle for most people, with many shorter journeys also suitable for walking."

- 3.2.2 A round trip on a waymarked leisure route could easily involve distances of 20 to 30 miles. Experienced cyclists will often be prepared to cycle longer distances for whatever journey purpose.'
- 3.2.3 **Figure 3.2** below provides an extract of the indicative 5km cycling catchment plan, again using GIS software - Basemap's Visography (TRACC) program, and is equivalent to a typical cycle time of 15-20 minutes. A copy of the full walking catchment is provided within Figure 2 of **Appendix A**.

Figure 3.2: 5km Cycling Catchment



Source: CC-BY-SA by openstreetmap

- 3.2.4 The figure demonstrates that a number of residential areas local to West Bromwich such as Wednesbury and Oldbury are within cycling distance.
- 3.2.5 National Cycle Routes 5 and 81 provide connections to other towns and boroughs outside of Sandwell District's boundary providing opportunities to travel further afield.
- 3.2.6 Cycling would therefore be a viable mode of transport for employees.

3.3 Access by Bus

- 3.3.1 The site benefits from a number of bus stops within 800m of the site. The closest bus stops to the site are located on High Street approximately 150m from the site in addition to West Bromwich Bus Station approximately 250m to the south of the site.
- 3.3.2 High frequency services are provided to locations such a Birmingham City Centre, Wolverhampton, Dudley, Wednesbury, and Sutton Coldfield. These services link the site to a number of residential areas. There is the potential for these residential areas to provide a significant percentage of the development's workforce and, as such, be a strong factor in encouraging bus to travel to and from work.
- 3.3.3 Based on the above, it is therefore concluded that the site benefits from good access by bus, offering an attractive mode of transport and a viable alternative to single occupancy car journeys. Given the frequency of the services available, this has the potential to provide a significant alternative to single occupancy car journeys.
- 3.3.4 **Table 3.1** demonstrates that the site is accessible by bus for commuters, with 690 buses passing the site daily on weekdays and 590 buses on weekends, providing convenient access to Dudley, Tipton, Walsall,

3.4 Access by Tram

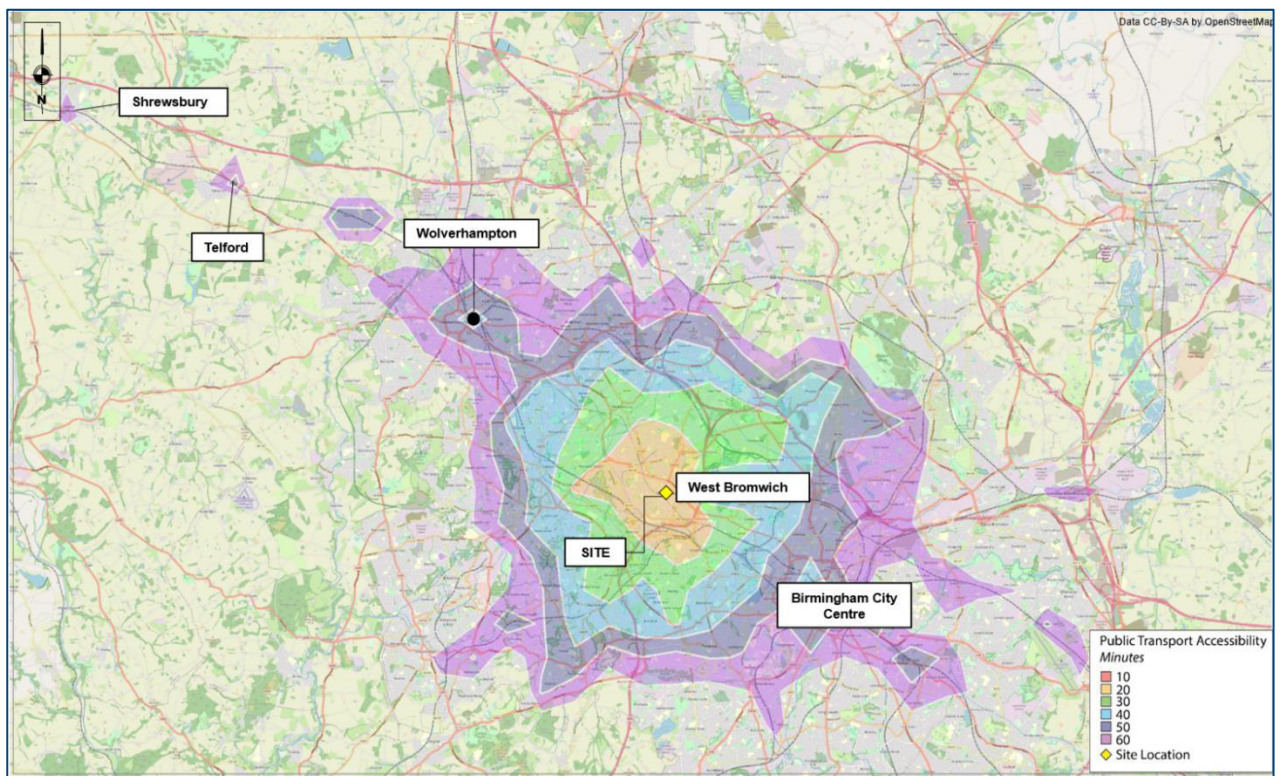
3.4.1 The Lodge Road Tram stop is adjacent to the Edward Street Hospital Site. The West Midlands Metro provides high frequency services between Wolverhampton and Birmingham City Centre.

3.5 Journey Times by Public Transport

1.1.5 A calculation has been undertaken using GIS software and Basemaps' Visography (TRACC) programme, to illustrate the distance that can be travelled within 60 minutes by public transport to and from the proposed development site. The time includes the walk to bus stops and railway stations and demonstrates that key areas such as Birmingham City Centre and Wolverhampton and intermediate residential areas are all within a 60-minute public transport journey.

3.5.1 **Figure 3.4** below provides an extract of the public transport 60-minute catchment area. A copy of the full plan is provided within Figure 3 of **Appendix A**.

Figure 3.3: 60-minute Public Transport Catchment



Source: CC-BY-SA by openstreetmap

3.6 Conclusions

1.1.6 In summary, the proposed development site is located within a sustainable location within West Bromwich and is well located to make use of the existing and proposed transport links in addition to pedestrian and cycle routes.

4. DEVELOPMENT PROPOSALS

4.1 Introduction

4.1.1 The scheme is for the remodelling of Edward Street Hospital (ESH) on its existing site in West Bromwich to provide a building that eradicates dormitory accommodation in the two existing older adult mental health wards - Chance and Salter wards.

4.1.2 The hospital currently accommodates 42 dormitory style inpatients beds, within three storeys accessed internally via the main hospital building. Though throughout the pandemic this bed number has been significantly reduced owing to the social distancing requirements of the dormitories.

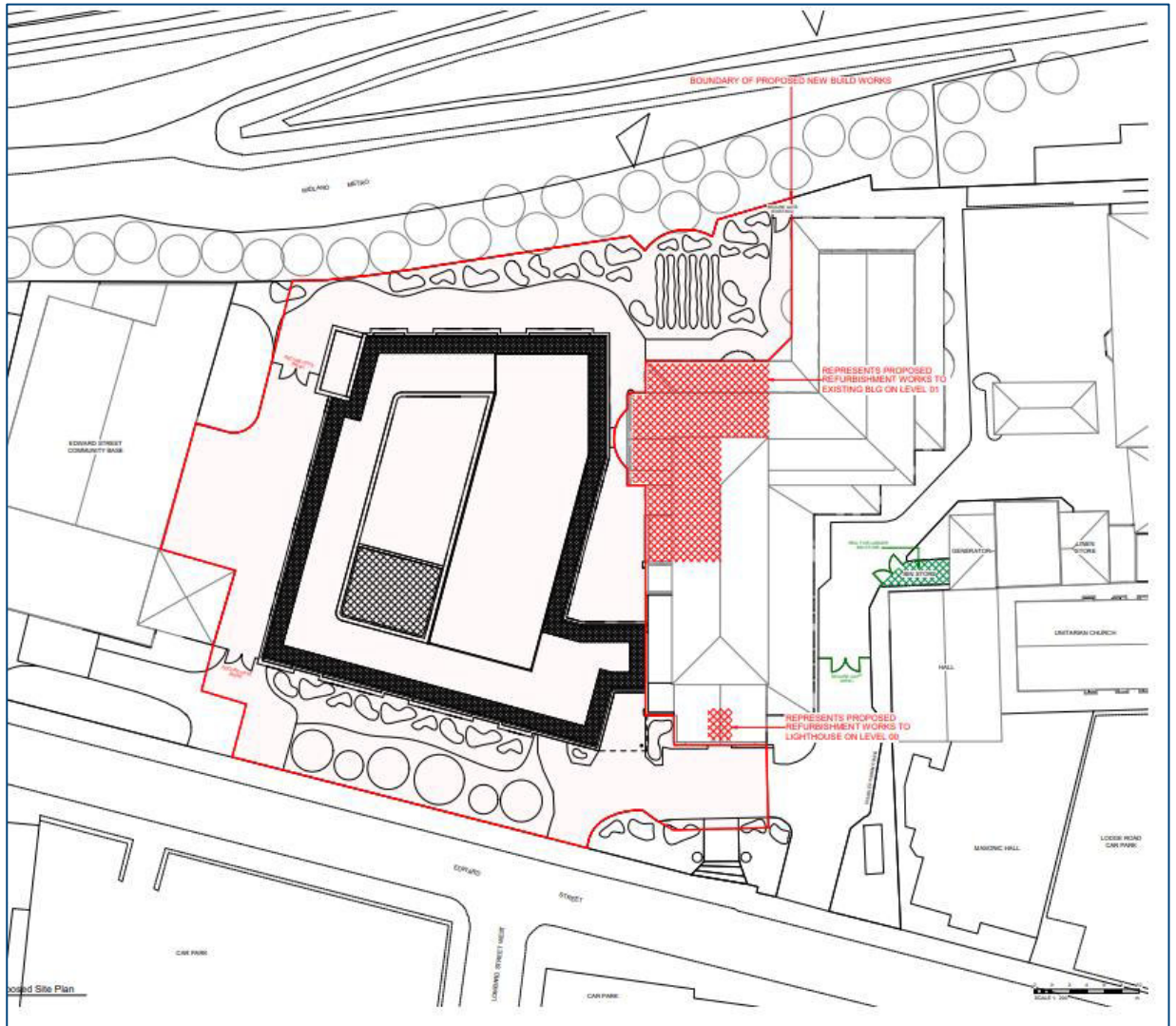
4.1.3 It is proposed that the redevelopment will comprise the following:

- Two-storey hospital wing replacement and extension comprising two 15no.bed wards (30no. beds in total) of individual c.14sqm en-suite rooms. The rooms will wrap around the perimeter of the new build extension, with appropriate circulation points for access and fire escape.
- Areas for patient day/ dining, and staff facilities.
- Internal courtyard at ground floor, and first floor terrace garden overlooking the main courtyard garden.
- Retention of the existing entrance through the Lighthouse, with a discrete access to the new build to allow for ambulance and private entrances for patients to access the wards.

4.2 Proposed Site Layout

4.2.1 The proposed site layout is presented in Figure 5.1 and Appendix B.

Figure 4.1: Proposed Site Layout Plan



4.3 Proposed Site Access Arrangement

Vehicular Access

4.3.1 Vehicular access to the site will remain unchanged from Edward Street.

Pedestrian and Cycle Access

4.3.2 Pedestrian and cycle access will continue to be taken from the existing entrance to the main hospital building.

4.3.3 A new discrete entrance will be provided into the building in proximity to the existing main entrance.

4.4 Parking

- 4.4.1 The proposed development will not impact upon the current car parking arrangements for Edward Street Hospital Site which currently has 14 standard car parking spaces and 3 accessible spaces within the site curtilage.
- 4.4.2 Edward Street Car Park to the east of the site provides 158 car parking spaces for use by hospital staff, visitors and the general public.

Cycle Parking

- 4.4.3 Secure and covered cycle parking is provided throughout the hospital estate.

5. TRAVEL PLAN MEASURES

5.1 Introduction

- 5.1.1 An important aspect of a successful Travel Plan is the allocation of sufficient resources to enable initiatives to be implemented and sustainable travel to be promoted at the site.
- 5.1.2 The aim of Travel Plan measures is to maximise the accessibility of the proposed development site by alternative modes to the private car, although there is reasonable evidence to suggest that the location of the site and the current infrastructure in place is conducive to encouraging travel by non-car modes through the adequate provision of walking and cycling routes and the availability of regular bus services. The initiatives may benefit staff and visitors to the development by facilitating sustainable travel choices, resulting in the following:
- Cost savings associated with travelling on foot, cycling, using public transport or car sharing (when compared with single occupancy car use);
 - Health benefits from increased levels of walking and cycling, and fewer vehicular emissions in the immediate vicinity of the site; and
 - Improved site accessibility
 - Reduction in required car parking provision
 - A pedestrian / cycle friendly environment.
- 5.1.3 A combination of ‘carrots’ (those initiatives which encourage travel by non-car modes of transport) and ‘sticks’ (initiatives which discourage travel by car) will be implemented at the site to encourage travel by sustainable modes. ‘Carrots’ will be implemented before ‘sticks’ to ensure that support is gained from staff and visitors for the Travel Plan; any ‘sticks’ will be implemented later.
- 5.1.4 This section provides a summary of the key initiatives contained in this Travel Plan which the developer is committed to providing. The initiatives reflect previous experience of Workplace Travel Plans along with national and local government guidelines.

5.2 Marketing and Promotion

- 5.2.1 From the outset, sustainable travel will be promoted to staff and visitors to the development. The Travel Plan will be launched as soon as possible at the commencement of occupation and operation of the facility and will be continually marketed through the provision and updating of travel information, leaflets and communication sessions.
- 5.2.2 The Travel Plan and the reasons for implementing it will be communicated to ensure that staff in particular are provided with information on the alternatives to car travel.
- 5.2.3 The following describes the marketing tools and initiatives that may be used to convey the commitment of the developer to providing alternative travel choices. It is important that there is a central source of information for all queries relating to sustainable travel for employees and customers of the development. The Travel Plan Coordinator is considered the most appropriate person to communicate the aims and objectives of the Travel Plan to everyone travelling to and from the site.

- 5.2.4 A TPC will be appointed by the occupier in due course, however in the meantime, the interim TPC contact details is as follows:
- Contact: Sam Denby
 - Address: Hydrock Consultants, Northern Assurance Building, 9-21 Princess Street, Albert Square, Manchester, M2 4DN
 - Telephone: 0161 804 5550
- 5.2.5 An annual budget will be allocated by the end occupier to assist the TPC. The budget will be used to promote the Travel Plan and to organise events to coincide with national initiatives.
- 5.2.6 Travel notice boards will be set up by the occupiers of the unit, which will include:
- Public transport, pedestrian and cycle route maps and information on car sharing;
 - Information and contact details for local taxi services;
 - List of internet websites on sustainable transport and journey planning; and
 - Contact details for the Travel Plan Coordinator.
- 5.2.7 All employees will also be issued with travel ‘Welcome Packs’ promoting alternative transport modes. Further details on the contents of the ‘Welcome Packs’ are provided throughout this section.
- 5.2.8 In order to integrate the Travel Plan with the wider sustainable travel agenda, the Welcome Pack may be used to promote national and international initiatives such as ‘Bike Week’, ‘Catch the Bus Week’, ‘European Mobility Week’ and ‘Walk to Work Week’. Details of these events will be provided on the notice boards and a travel calendar will be developed for inclusion within the welcome packs. The Travel Plan Coordinator will also be encouraged to organise social events which incorporate such initiatives, for example an organised cycle ride.
- 5.2.9 The Travel Plan Coordinator will also provide staff and visitors with information regarding the Travel Plan and specific initiatives contained within it and will be the main points of contact for travel-related queries. This will include information on journeys by public transport, cycle and on foot between the development site and local amenities, including schools, off-site retail outlets, health care and leisure facilities.

5.3 Initiatives to Promote Walking

- 5.3.1 It is important to recognise the potential reduction in car traffic by encouraging commuting journeys on foot.
- 5.3.2 The Welcome Pack will include a pedestrian and cycle route map identifying pedestrian and cycle friendly routes surrounding the site, in order to ensure that staff are aware of the facilities available to them.
- 5.3.3 Staff will be encouraged to participate in national events, such as Walk to Work Week. These events will be promoted on the notice board and within the Welcome Packs.
- 5.3.4 Details of local walking shops will also be provided to employees. The Travel Plan Coordinator will enter into discussions with these retailers to investigate the potential to provide discounts for staff at these stores. If secured, these details will be provided to all employees by the Travel Plan Coordinator.

5.4 Initiatives to Promote Cycling

- 5.4.1 The Welcome Pack will include information on cycle routes available between the development site and common destinations, including surrounding residential areas and local amenities. Copies of local cycling maps will be provided within the Welcome Packs and notice board. Cycle route maps are also available online at www.sustrans.org.uk/ncn/map.
- 5.4.2 Details of local cycling shops and mobile cycle repairs will be provided to employees at the site using the travel board and within the Welcome Packs. The Travel Plan Coordinator will also enter into discussions with local cycling retailers to investigate the potential to provide discounts. If secured, details of these discounts will be provided for staff via the Welcome Pack.
- 5.4.3 Consultation with the local authority on the state of the local cycling network and on improvements was considered but not deemed necessary.

5.5 Initiatives to Promote Travel by Public Transport

- 5.5.1 Information on the cost, timetables and services available which could be used by staff will be provided within the Welcome Pack and on the notice board for visitors. This will include details and links to online journey planning websites.
- 5.5.2 The availability of any public transport discount cards provided by the various local operators will be investigated and promoted at the site and staff will be encouraged to apply.
- 5.5.3 Following full operation of the site, the travel pattern and behaviour of employees will be identified.
- 5.5.4 Negotiation with local bus, train or tram companies to increase the local service provision for the development has been considered but not deemed appropriate for the site.
- 5.5.5 Lighting, landscaping and shelter to create pleasant pedestrian and public transport waiting areas was considered but not deemed applicable to this development.

5.6 Initiatives to Reduce the Need to Travel

- 5.6.1 Details of journey planning websites, such as Traveline, will be promoted at the site to make staff aware of alternative travel options and encourage them to use sustainable modes of transport to reduce single occupancy car use.
- 5.6.2 The employer will be encouraged to implement a local recruitment strategy, sourcing staff from local areas and serving as an incentive for other potential employees to relocate closer to work.
- 5.6.3 To further reduce the need to travel, visitors to the site must be more closely looked at. In particular, deliveries and supplies can account for a significant proportion of trip to and from the site. As such, a policy of using local suppliers will be promoted from the earliest stages of the development, with the aim of reducing travel times for LGVs and HGVs, resulting in lower emissions.
- 5.6.4 Restrictions or charging for car parking was considered but not deemed appropriate for this development.

5.7 Initiatives to Promote Car Sharing

- 5.7.1 It is likely that a proportion of employees may reside at locations in close proximity to one another and, as such, would be making trips to and from a common destination in the morning and evening peaks. As such, there is potential for these individuals to share their car journey with a fellow employee.

- 5.7.2 All staff will be encouraged to sign up and register their journey with national online car sharing services such as BlaBlaCar and Enterprise Car Club. This will enable them to search for individuals making a similar trip to themselves and share their vehicle.
- 5.7.3 Provision of suitable taxi drop-off or waiting areas was considered but not deemed appropriate for this development.

6. TRAVEL PLAN MANAGEMENT

6.1 Introduction

6.1.1 Key to the success of the Travel Plan is the recognition from the outset of the roles and responsibilities of those who may be involved, particularly the site's Travel Plan Coordinator, the Council's Highway Development Management Team and other sustainable travel groups.

6.2 Travel Plan Coordinator

6.2.1 As was alluded to in Section 5.2, the responsibility for managing and implementing the Travel Plan lies with the Travel Plan Coordinator. Following appointment, the contact details for the Travel Plan Coordinator will be provided to the Local Authority.

6.2.2 The role and responsibilities of the Travel Plan Coordinator include:

- To implement and promote various Travel Plan initiatives at the site to promote sustainable travel.
- To promote the Travel Plan to staff and customers.
- Monitoring the success of the Travel Plan initiatives, including undertaking and analysing travel surveys.
- Reviewing the Travel Plan's success and preparing action plans.

6.2.3 The Travel Plan Coordinator will be in place from the occupation and will remain in place for a period of 5 years.

6.2.4 At this stage, the resource requirements for the Travel Plan Coordinator are unknown. As such, in the first instance, the Travel Plan Coordinator role will be incorporated into the responsibilities of a member of staff based at the site. However, this will be reviewed on an annual basis. Any changes to the Travel Plan Coordinator's role will be communicated to the Local Authority.

6.3 Stakeholder Engagement

6.3.1 Stakeholders including the Council's Highway Development Management Team and local transport operators also play an important role in the successful implementation of the Travel Plan at the site. The Council's Highway Development Management Team will be kept up-to-date with the progress of the Travel Plan through the annual monitoring reports. The Highway Development Management Team will also be approached to gain advice and support on the implementation of specific Travel Plan initiatives at the site.

6.3.2 The Travel Plan Coordinator will also engage with local transport operators to secure timetable information and details of any special offers and discounts available.

7. AIM, OBJECTIVES AND TARGETS

7.1 Overview

7.1.1 A travel plan is a long-term strategy for a site to reduce the dependence of staff and visitors on travel by private car. The aim, objectives and targets are required to provide a focus for the travel plan and to enable its success to be measured and monitored. The purpose of this section is therefore to outline the aim, objectives and targets for this travel plan.

7.2 Travel Plan Aim

7.2.1 The aim provides the overarching focus and end goal for the travel plan. The aim enables the overall success of the travel plan to be assessed and, as such, all travel plan initiatives should contribute towards achieving the travel plan's aim.

7.2.2 The overall aim of this travel plan is:

- to achieve a reduction in the number of single occupancy vehicle journeys to the site.

7.2.3 This will be achieved by maximizing the accessibility of the proposed development site by alternative modes of transport to single-occupancy car and by implementing a range of travel plan initiatives.

7.3 Travel Plan Objectives

7.3.1 Objectives provide an overview of what the travel plan is trying to achieve. Each of the objectives outlined should contribute towards the travel plan's aim, whilst travel plan targets should help achieve the objectives of the travel plan.

7.3.2 As this stage, it is not possible to derive specific objectives for employees of the site which relate to its day-to-day operation, given the number of unknowns. Notwithstanding, the following generic objectives have been identified which are intended to achieve current Government and local policies in respect to transport in industrial and employment developments:

- Reduce reliance on single occupancy car journeys;
- Promote alternative modes of transport to the car;
- Advocate means of travel that are beneficial to the health of those working on or visiting the site;
- Minimise car travel in the area surrounding the site, therefore cutting down on associated costs (environmental, financial, health etc.); and
- Contain car parking demand.

7.3.3 Travel plan guidance recognises that one or more of the above objectives may carry more weight than others, based on the individual characteristics of the site. As such, the relative importance of each of these objectives will be reviewed as part of the development of the full travel plan at the site.

7.4 Travel Plan Targets

7.4.1 Specific targets will be set for the site using the results of the initial travel survey, which will provide the baseline travel behaviour of staff. These will allow mode share targets to be established for the site. A summary of the findings of the initial travel survey will be available within three months of completion of the survey.

- 7.4.2 Targets should reflect the size and nature of the development, along with the existing sustainable transport infrastructure available close to the site. This information is provided earlier within this report, in sections 2 and 4.
- 7.4.3 Travel plan guidance recommends that 'SMART' targets are set that are:
- Specific;
 - Measurable;
 - Achievable;
 - Realistic; and
 - Time-bound.
- 7.4.4 Once the results of the travel survey are known, accurate targets can be set for the travel plan. These targets will be agreed with Sandwell Council as part of the full travel plan's development and will be inputted into the Council's database to ensure effective ongoing monitoring.
- 7.4.5 At the early stages, indicative targets can be set to ensure that there is a commitment from the occupier to achieve a reduction in the number of single occupancy car trips to and from the site. The targets will be revised once the results of the travel surveys are known. For the lifetime of the development, the aim is to achieve a reduction in the number of single occupancy vehicle journeys by implementing a range of initiatives.
- 7.4.6 Indicative targets typically aim to be achieved within the first five years of occupation of the site. Should the targets be achieved earlier than five years, the level of single occupancy car journeys to work may be maintained at this level or reduced further by an agreed percentage each year thereafter.
- 7.4.7 A Travel Plan is not a one-off event but it is a dynamic process that should evolve and develop over time. The success of the measures undertaken to change travel habits will be subject to a continuous and on-going process of monitoring and review, the outcomes of which will be reflected in the development and implementation of the Travel Plan. This monitoring process may include repeat surveys after one year of the initial survey being completed, and then every year during the same week each year for a maximum of five years. The surveys may be carried out by an independent survey company to ensure compatible and accurate data is gathered.
- 7.4.8 Following completion of the initial survey, unrealistic targets will be replaced with ones that are more realistic and encourage (rather than discourage) those responsible for trying to achieve targets.
- 7.4.9 Staff will be invited to participate in the annual snapshot travel survey to be undertaken each year to identify progress made and to determine what actions, if any, are necessary to ensure targets are met.

7.5 Monitoring

- 7.5.1 As previously identified, annual travel surveys of all users of the development will be carried out on an annual basis for a maximum of 5 years. These surveys may include observation surveys to establish the usage of the parking and cycle facilities. These surveys may be carried out by an independent survey company. This may ensure compatible and accurate data is gathered relating to travel to and from the site.

- 7.5.2 All survey data will be submitted to the LPA within 3 months of the survey being completed for comparison against agreed targets. Following completion and analysis of the monitoring surveys, a monitoring report will be submitted to the LPA identifying whether the agreed targets have been met. If they haven't, the monitoring report will strive to identify what actions and additional Travel Plan initiatives are to be taken to rectify this situation.
- 7.5.3 The reports may also review the progress that has been achieved in implementing measures against modal shift targets over the preceding twelve-month period. Any progress made will be reported to the Council's Highway Development Management Team and public transport operators where applicable.
- 7.5.4 The Travel Plans will then be reviewed as appropriate and any further actions identified to progress and, if necessary, improve the action plan to meet objectives.

7.6 Travel Surveys

- 7.6.1 An initial travel survey questionnaire will be undertaken with staff, following full occupation to allow for a sufficiently large sample size. This survey will be used to ascertain the current travel behaviour of at the site, as well as the reasons for modal choices and opinions towards alternative modes of transport.
- 7.6.2 To maximise the response rate, the travel survey will be made available both in electronic and paper format. Paper copies of the survey will be sent to all employees, with a link provided to the electronic copy of the survey.
- 7.6.3 Having completed the initial survey, repeat annual surveys will be carried out at the same time of year as the initial survey. These will aim to gather information on any changes in mode choice since the previous survey was undertaken and the reason(s) for these changes.
- 7.6.4 To encourage participation in future year's surveys, it may be necessary to offer an incentive such as a prize draw to win shopping vouchers. Details of the prize draw will be provided to all employees to encourage participation in the survey.
- 7.6.5 Prior to undertaking the initial survey, a copy of the survey will be sent to the Council's Highway Development Management Team to gain agreement on the format and structure of the survey. Once agreed, this travel survey will provide a standardised approach to travel surveys at the site. The use of a standard travel survey will enable a like-for-like comparison to be made between consecutive years travel surveys.
- 7.6.6 The results of the workplace travel survey will be passed to the Council's Highway Development Management Team within 3 months of completion of the survey. This data could also be used to convert the green transport policies into an action plan, with set targets to achieve each year.

8. TRAVEL ACTION PLAN AND MARKETING STRATEGY

8.1 Workplace Action Plans

- 8.1.1 The purpose of this document is to develop and deliver a Workplace Travel Plan (WTP) for submission to the Local Planning Authority. Thereafter, at every annual anniversary following completion of the initial survey, the Travel Plan will be reviewed in co-operation with the Council's Highway Development Management Team and an Annual Action Plan prepared and agreed.
- 8.1.2 The action plan will be developed based on the results of the travel survey. The most popular initiatives, as identified through the travel survey, will be implemented first at the site. This will ensure that maximum benefits are achieved through the implementation of the most popular initiatives at the site.
- 8.1.3 The Action Plan will contain an annual programme of measures designed to help achieve the Travel Plan targets on travel modal share. It sets out the tasks involved, the people responsible and dates by which the measures may be achieved over the next 12 months.

8.2 Marketing Strategy

- 8.2.1 Council's Travel Plan Teams are typically able to provide posters, leaflets and timetables for display on notice boards in communal areas. The Travel Plan Coordinator will contact Sandwell County Council and their Travel Plan Teams in the first instance to investigate the opportunities to secure this information for use at the site. Should this information not be available, posters and other promotional materials will be developed in-house to promote the travel plan.
- 8.2.2 Staff and visitors to the development will be provided with information on how to access the site by public transport. Promotion of all modes of transport will initially be provided through the Welcome Pack and notice board for the site. Where possible, written materials (e.g. timetables and maps) will be gained from the Council.

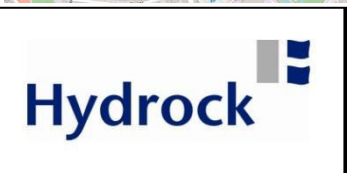
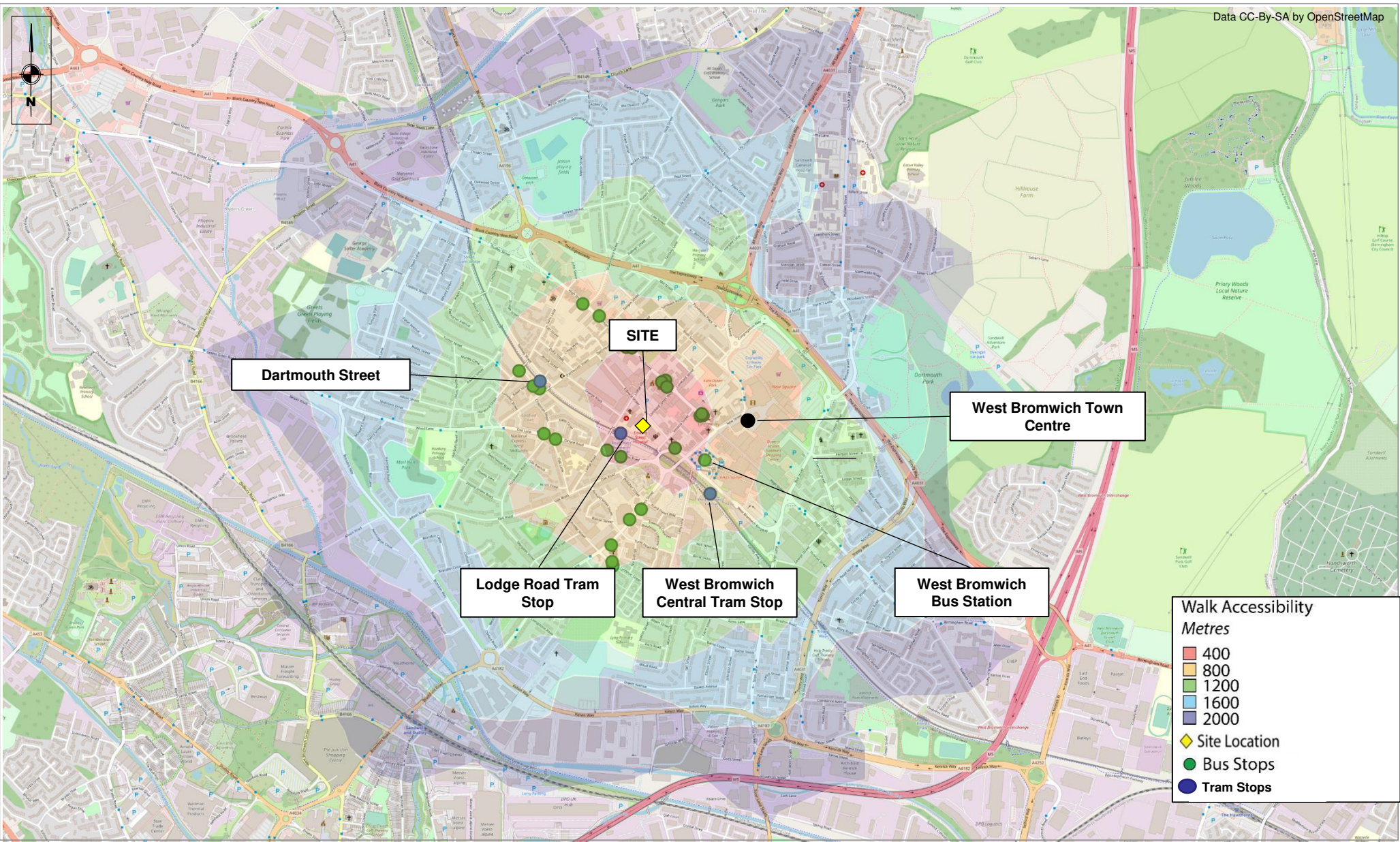
8.3 Evaluation and Review

- 8.3.1 This Travel Plan has been prepared in accordance with current guidance and transport policy. The objective of the Travel Plan is to identify and introduce a package of measures to promote sustainable travel choices and reduce reliance on the car.
- 8.3.2 The monitoring of the Travel Plan will be used to provide information on people's travel patterns and to identify the measures that would be the most effective in facilitating a reduction in car usage and an increase in the use of public transport, walking and cycling.
- 8.3.3 The Travel Plan is an active document which may be reviewed on a regular basis to ensure it reflects current opportunities and local circumstances. The review of the Travel Plan will take place annually following completion of the travel survey, in conjunction with the Council's Highway Development Management Team. A copy of the agreed, revised Travel Plan will be submitted to the Council.
- 8.3.4 An outline action plan for the production and ongoing monitoring and review of the Travel Plan has been produced, which details the key elements of the process and the approximate timescales which is shown in **Table 8.1**.

Table 8.1: Travel Plan Action Plan

| Action | Timescale |
|---|---|
| Implement travel notice boards in communal areas of the unit. This will be the responsibility of the occupiers | Upon occupation |
| Develop a travel Welcome Pack | Within 3 months of occupation. Updated on a regular basis. |
| Undertake travel survey | Upon full occupation and operation of whole facility. |
| Produce baseline travel information | 3 months after initial travel survey |
| Develop full Travel Plan in consultation with the Council | 4 months after initial travel survey |
| Finalise and adopt Travel Plan | 6 months after initial travel survey |
| Implement Travel Plan initiatives | On-going, following adoption of the Travel Plan |
| Monitor success of Travel Plan actions and progress towards targets. Amend Travel Plan, if necessary | On-going, following adoption of the Travel Plan |
| Undertake travel survey to measure the success of Travel Plan and discuss findings with the Council. Review Travel Plan and amend, if necessary | On-going, every 12 months following adoption of the Travel Plan after full occupation (up to a period of 5 years) |

Appendix A Accessibility Figures



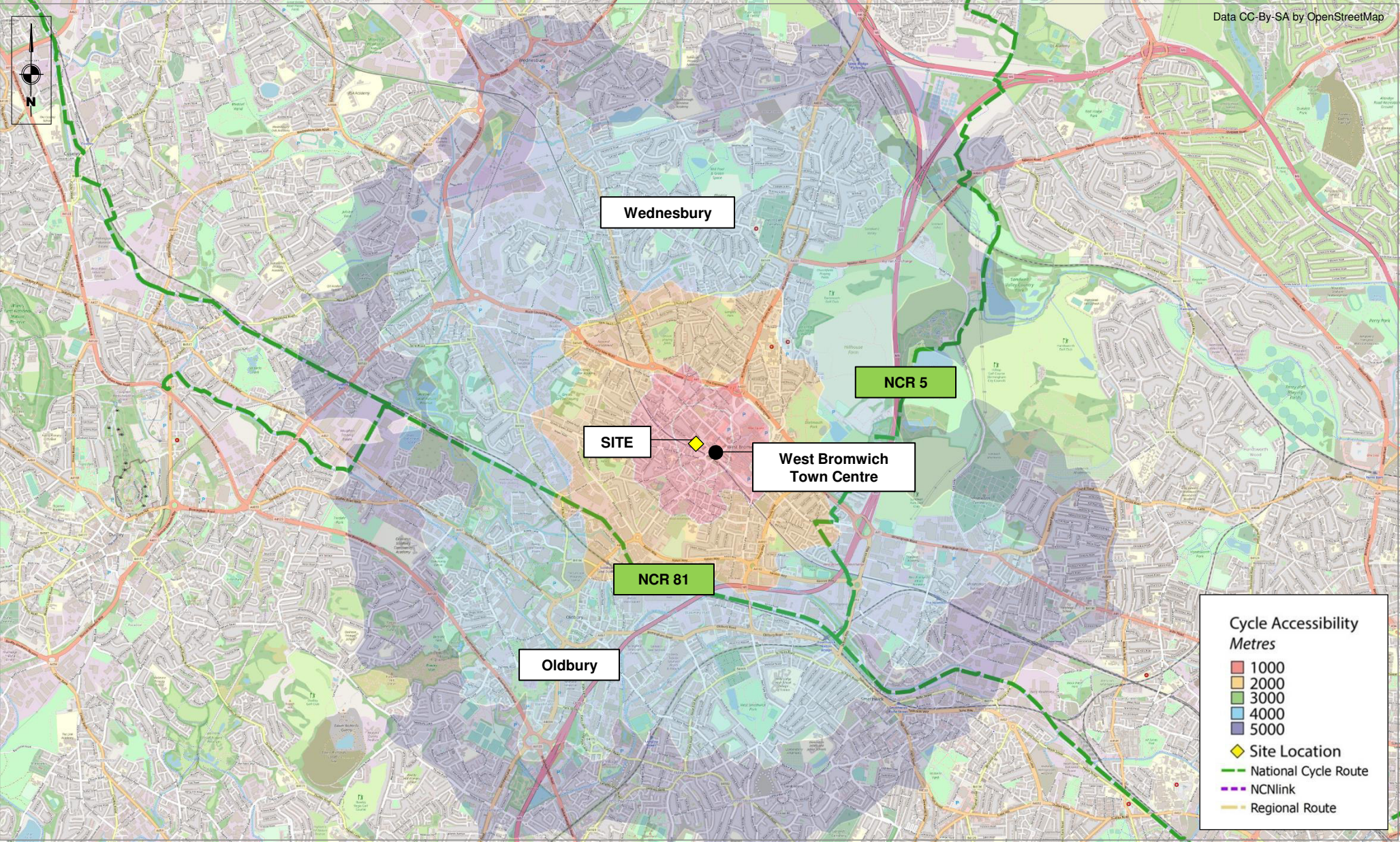
| | |
|---------------|---------------------------------------|
| Project Title | Edward Street Hospital, West Bromwich |
|---------------|---------------------------------------|

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|---------------|--------------------------------------|
| Drawing Title | Accessibility: 2km Walking Catchment |
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| | | | | | |
|------------|------------|---------|----|-----|--|
| Job Number | 21651 | By | CP | Rev | |
| Date | 04/03/2022 | Checked | SD | | |
| Scale | NTS | Status | - | | |

| Description | Date | By |
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|-------------|------------|
| Drawing No. | APPENDIX A |
| Figure | 1 |



Cycle Accessibility Metres

- 1000
- 2000
- 3000
- 4000
- 5000

- ◆ Site Location
- National Cycle Route
- NCNlink
- Regional Route



Project Title
 Edward Street Hospital, West Bromwich

Drawing Title
 Accessibility: 5km Cycling Catchment

| | | | | | |
|------------|------------|---------|----|-----|--|
| Job Number | 21651 | By | CP | Rev | |
| Date | 04/03/2022 | Checked | SD | | |
| Scale | NTS | Status | - | | |

| Description | Date | By |
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| Drawing No. | APPENDIX A |
| Figure | 2 |



Shrewsbury

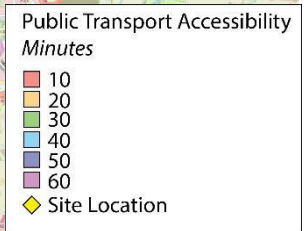
Telford

Wolverhampton

West Bromwich

SITE

Birmingham City Centre



Project Title
Edward Street Hospital, West Bromwich

Drawing Title
Accessibility: 60minute Public Transport Catchment

| | | | | | | | | |
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| Job Number | 21651 | By | CP | Rev | | Description | Date | By |
| Date | 04/03/2022 | Checked | SD | - | - | | - | - |
| Scale | NTS | Status | - | - | - | | - | - |

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Drawing No.
APPENDIX A

Figure
3

Appendix B Indicative Site Masterplan

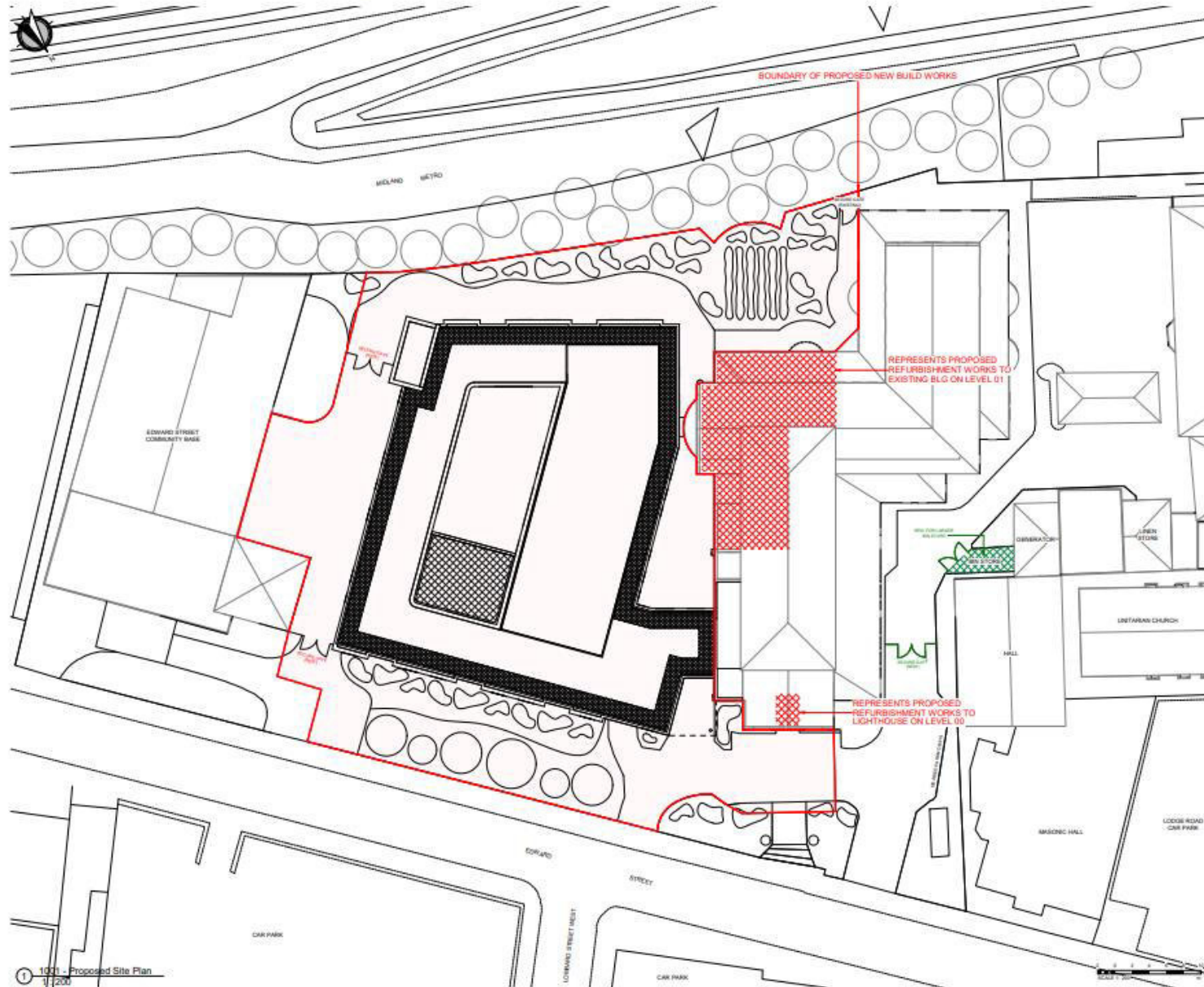
Proposed Site Plan

DOMESTIC ERADICATION WORKS SCOPE

- Indicates new build or needed boundary
- Indicates not eradication works
- Indicates not eradication works

ADDITIONAL WORKS SCOPE

- Indicates additional works
- Indicates additional works



1001 Proposed Site Plan
1/200

